



Tough Tactics to Reduce Expenses in Tough Times

Steve Lane, Management instructor from the NADA Dealer Academy – coming to Colorado for just ONE session!

STEVE LANE has more than 30 years of experience in the automotive industry as a controller, director of internal audit and financial analysis, and as a regional CFO.

WWW.NADA.ORG/TRAININGEVENTS/DEALERACADEMY



This session will use a step-by-step approach to demonstrate ways to eliminate wasteful spending and methods to keep your expenses in line with NADA profiles and benchmarks.

Seminar length = 1 ½ days

- Effectively controlling a dealership's expenses is crucial in order to maximize the profitability of the business.
- In today's challenging and difficult economy, it could be of paramount importance to dealership **survival!**

Date / Time	Location
Tuesday, March 24th 8:00am to 5:00pm	William D. Barrow Building (CADA Headquarters) 290 E. Speer Blvd (Southwest corner of Grant & Speer), Denver, CO 80203 Phone: 303.831.1722
Wednesday, March 25th 8:00am to Noon	<i>** Meals included **</i>

How you will benefit

- Learn how to review your general ledger comparative expense detail to identify and eliminate "wasteful" expenses
- Learn how to review your DMS expense trend report (a powerful tool)
- Learn how to use custom-built franchise specific Excel templates to quickly review your expenses and compare your results against NADA profiles

Topics covered:

- Your three largest expenses - These must be effectively controlled if you want to be profitable.
- The power of the pay plan - Personnel expense is a dealership's largest expense. Pay plans must be crafted to achieve the vision of the dealer.
- How to effectively manage your floor plan expense.
- How to effectively manage your advertising expense.

Who should attend:

- Dealer owners
- General managers
- Controllers
- CFOs
- Office and business managers



Colorado Automobile Dealers Association



REGISTRATION FORM

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TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$795*/1ST PERSON + \$665/ADD'L ATTENDEE*

Email: RSVP@coloradodealers.org

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [Checks payable to "CADA"]

Dealership Name _____ City _____

(1) Name _____ Title _____

E-mail _____ Phone _____ Fax _____

Credit Card # _____ EXP _____ Check to request invoice
(Visa / MasterCard / American Express accepted)

Additional registrant from the same dealership (\$665/person):

(2) Name _____ Title _____

--- CANCELLATION POLICY ---
CANCELLATIONS MUST BE RECEIVED ONE WEEK PRIOR TO THE TRAINING SESSION

Questions:

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Tammi McCoy, 303.282.1449

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Registration/Payment:

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